

Manitoba Calling

A Proud Winner of the "Roarin' Game"



CKY - WINNIPEG
CKX - BRANDON

RADIO BRANCH MANITOBA TELEPHONE SYSTEM

VOL. V

No. 2

FEBRUARY 1941

Manitoba's Early Transport



This was northern Manitoba's means of winter transportation before the aeroplane changed it all.

Vol. V. No. 2.

Single Copy
5c**MANITOBA CALLING**

February, 1941.

12 Issues, 60c.
Post Free

Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg

Manitoba Curling

We were tempted to change the name of this publication for the month of February in honour of the fine old game which reaches its climax in this province with the arrival of the annual Bonspiel.

To all curlers and curling fans coming to Winnipeg we extend a cordial invitation to visit the studios of CKY.

Our hearty congratulations go to the Granite Curling Club on the celebration of its Diamond Jubilee, on February 8th.



Our Cover

The cheery-looking gentleman in the tam-o'shanter and holding so delicately the miniature cup represents no-one in particular, though he may be typical of many exponents of the game of curling. Any resemblance to anyone seen on any ice anywhere is purely coincidental.

A Holiday In Manitoba

By ILA GRACE LOKKEN, Moorhead, Minn.

(Winner, 3rd Prize, in our Summer Essay Contest)

In these times that "try men's souls", it is often pleasant to reach back into the past and to recall some precious memory, against those days which may require a brighter touch. It is a happy privilege for me to recall one such memory—a holiday in Manitoba. I am glad indeed to re-live, once again, a day unique in brilliance and historical significance, both to me personally and to our two democracies of Canada and the United States.

The visit of Their Majesties, King George VI and Queen Elizabeth to Winnipeg in May, 1939 is remembered by every American fortunate enough to be present, as a day deep in historical and emotional significance.



Did you ever enjoy the experience of having a dream come true, unfolding in all its imagined splendor, before your unbelieving eyes? Once I thought it couldn't happen to me—but it could, and did, one Victoria Day whose meaning was enhanced from that day forward.

Perhaps this dream, like many an-

other, had its beginnings in a childhood fancy of kings, queens and fairy princes. Our heritage of mature English literature, too, has helped to create my conception of England (a popular one) in terms of charming thatched cottages, knights and ladies, heather-strewn moors and Dickensian characters. There is about the partly-known and well-endearred, an aura of sweet mystery which fills one with an urge to see, explore and know more intimately. This explains in part my pleasant if naive attitude concerning the Winnipeg reception to Their Majesties.

I first heard of the proposed visit of the King and Queen to Canada in the winter of 1939. I was tremendously excited. Then excitement gave way to wishful thinking. A trip to Winnipeg for me was unthinkable. Even then I was saving money toward a delayed college career. Day by day, headlines grew more intriguing: "Royal Pair Sails for Canada"; "King and Queen Arrive in Ottawa"; "Quintuplets Charm the Queen"; and then: "Stage Set for Winnipeg Welcome". I was literally inconsolable until the well-known American grit triumphed. I decided to move heaven and earth, and magically enough, our school principal contrived to make reservation for me on a special train carrying our high school musicians, a Red Cross unit, and others. Needless to say, I was jubilant. A dream was about to come true!

Our arrival at Winnipeg was one to remember. For hours our train had crawled maddeningly along because of mechanical difficulties. Our patience, not long at best, was exhausted. We were ready for Winnipeg and hoped it was ready for us. (It was). Crossing the international border—a feat I had never before accomplished—I felt as if I were stepping with a magic giant stride into a new and unexplored world.

And so it was—to us. From the moment we were greeted by the cordial Canadian officials until the moment of our reluctant departure, we were treated

with that most amazing "northern hospitality". I am a person of some imagination, and hope some day to visit far-flung places, but I shall never expect to be treated with more genuine friendliness.

A special word ought to be said for those "ambassadors without portfolio", the blue-clad officers at the Canadian National Railway depot. They were incredible. We considered using a telephone—they produced telephone, book and a voice on the wire in jig time. We remembered the folks at home who were not here or "having a wonderful time"—they produced a stack of picture postals with pen and ink. We longed for someone to regale with stories of our good times—and there they were!

Breakfast was fun. Memories of white-clad waitresses, dreadfully rushed but eager to please—coffee, our blessed forte, from a mysterious gadget—French rolls and that incomparable Canadian bacon linger hauntingly.

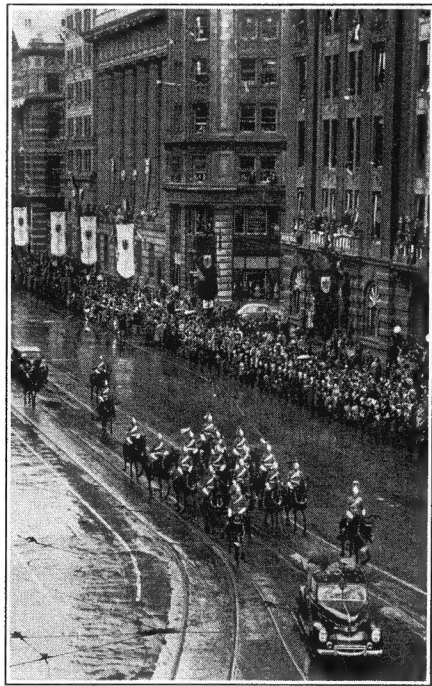
Out in those remarkably wide Winnipeg streets again, a grey mist fell gently, reluctant to spoil this day of days. In an hour or so the Royal Procession was scheduled to pass. My friend and I hurried on, fearful lest we should find no place of vantage. We should have learned that in this amazing city, a young police officer would appear magically and find us an excellent position on the famous intersection of "Main and Portage". To our grateful thanks, he responded with snatches of conversation which we caught piecemeal as he paced back and forth in an oilskin coat and dripping helmet.

The mist had no effect of dampening spirits, although it began to wilt what I fondly imagined was a stunning costume and coiffure. I say it began to, for before I knew it I was wearing (and spoiling) the smart fedora of another Lancelot—a French Canadian with an engaging accent. When I protested, he disappeared quietly for a few minutes and returned with a thick late edition of a Winnipeg daily. He explained I was to use it for want of an umbrella, peeling off pages as they became drenched! I complied obediently.

In tones respectfully hushed, a group of us exchanged autographs to pass the time. Bands lining the way stirred our hearts with tunes of a common heri-

tage. "Tipperary", "Yankee Doodle", and a flute trilling "The Girl I Left Behind Me", linger longest. Groaning bagpipes told us that the "Campbells Are Coming". Somehow, their music did not sound tuneless now. I had met some of the canny ones; and they were charming. Suddenly a whisper swept the throng like a swift breeze. "Here they come," it said.

Our hearts welled up in our throats, for the bands were playing "God Save the King". Now the royal procession



moved slowly into view in dazzling splendor. And there, at last rode the King, erect, stately yet benign, — a storybook monarch. And there was the Queen by his side, waving her hand in her well-known endearing gesture.

The whole colorful scene shimmered a little on my sight and hung for a moment in the balance of my mind. Then other images crowded in, one on another, in an incredible pageant of our way of life. All those things our democracies have cherished together—freedom of speech, the press, "liberty and justice for all". Suddenly I saw an

image of goose-stepping soldiers, a maniac with an hysterical voice, a puppet show with electrical contrivances. I glanced about me. The contrast was startling. Here were no robot-like, rubber stamp salutes! All was the spontaneous, joyous acclaim of everyone from the stateliest official to the tiniest child waving a flag. The procession moved forward, and the morning mist fell on the scene like a benediction.

One would expect that any event following the procession would be an anticlimax. Nothing could have been further from the truth. The spirit of Winnipeg on the evening of Victoria Day was something I shall never forget. It flashed at us in miles of neon lights which spelled out greetings to the celebrated visitors. It glowed from a thousand shop windows in magnificent portraits of the royal family. It rode with us on the trolley where a Scotsman with a burr on his tongue glanced at my miniature flag and asked: "So ye're an American. Are ye' havin' a good time?" And the same spirit carried us to the amusement park where it danced along with us to the tune that since has been received as the song of brave hearts here and abroad—the irresistible "Barrel Polka".

Our party reluctantly boarded the south-bound special train next evening. With typical youthful insatiability, many of us were a shade piqued because it was impossible to extend our visit as suggested by one of our Canadian hosts. We were blithely ready to wear our welcome threadbare!

A few days after my return home I received from our friend of Portage Avenue a handsome photograph of the royal couple taken during the Victoria Day procession. I cherish it now as a symbol of a dream come true—a holiday in Manitoba.



OUR TOURIST STAMPS — "Please send me two dozen of your tourist stickers. My two daughters have several pen pals in different countries. I think it is a splendid idea. I have some friends living now in Los Angeles and I am sure they will enjoy these reminders of dear old Manitoba where they used to reside. . . ."—Winnipeg.

WELL DONE, BRIAN!

Former CKY Announcer Gets His Wings in R.C.A.F.



B. G. Hodgkinson

Among the Manitobans mentioned in recent reports of R.C.A.F. aircraftsmen qualifying for their coveted "wings" was Brian G. Hodgkinson, well remembered by listeners as conductor of the "Good Morning Neighbor" and other programs popularized by CKY. His rich bass voice has been greatly missed since he answered the call to service early last summer and many have been the enquiries concerning his progress.



A WORD FROM CALIFORNIA—"I cannot tell you how delighted I was at receiving the December copy of 'Manitoba Calling'. . . . When I opened it and saw the picture of the corner of Portage and Main Streets in Winnipeg, I had a very severe attack of homesickness and realized that much as I like it here, the many interesting places and activities in California have not yet replaced the friendships and happiness I enjoyed in Manitoba. . . ."—Long Beach, Calif.

A Thriving Industry

Manitoba's Experiments in Muskrat Breeding

During the past four-and-a-half years the Government of Manitoba has been working on a project which has already added much to the wealth of the Province, as well as to the welfare of its citizens.

An area of approximately 134,000 acres of marsh lands in the delta of the Saskatchewan River east of The Pas has been developed by the Provincial Department of Mines and Natural Resources as a muskrat and wildfowl habitat. Construction work on canals, dykes and control gates commenced in the summer of 1936 and continued in 1937. The system consists in taking water from the Saskatchewan River during the high water period and holding it in the marshes by control gates when the water in the river recedes.

During the construction period and up to April 1, 1940, the area was closely patrolled and trapping prohibited. Each winter a count of the muskrat houses was taken and in this manner the increase in the muskrat population was calculated. The census taken in the fall of 1939 indicated that a crop of 125,000 muskrats could safely be taken off the area in the spring of 1940 and still leave ample breeding stock.

On April 1st, 1940, special permits were issued to 400 trappers, authorizing the trapping of 300 muskrats each under the supervision of the Department. The trapping, pelting, stretching and drying of the pelts was carefully supervised and each trapper had to deliver his pelts to a control point in the marsh whence they were transported by boat to The Pas and then to the fur market in Winnipeg. The Department took complete control of the grading of the pelts prior to sale and the pelts, totalling approximately 126,000, were sold by public auction in Winnipeg, realizing slightly more than \$1.32 per pelt. From the total amount the Government deducted the usual royalties, its share of the revenue, paid certain amounts incurred by the trappers for supplies, traps, etc., and distributed the balance standing to the credit of each trapper in monthly instalments. After deduct-

ing all expenses, each trapper received approximately \$22.00 per month.

Of the 400 who participated in the trapping last year, 100 were Treaty Indians and the Indian Department looks after the distribution of their funds. The Manitoba Department of Mines and Natural Resources sends 300 money orders to The Pas on the first of each month for distribution to the trappers. Ten monthly distributions have been made to date. Figures supplied in connection with the census taken last fall are now being studied and plans formulated for another crop this spring.

Activities of the Dominion Government in northern Manitoba muskrat development are described in the following report from the Canadian Resources Bulletin:

"Ottawa, Canada. — Muskrat restoration on the Two Islands Preserve, near The Pas, Manitoba, is making encouraging progress, according to the Federal Department of Mines and Resources, which reports that the muskrat population of this 160,000 acre area has increased from 300 to 30,000 in two years.

Started for the benefit of the Indian and half-breed population, this huge wild life conservation project got under way in the spring of 1938, when the area was closed to trapping, and a staff of game wardens was appointed. The result of the first muskrat census, taken in the autumn of that year, disclosed only 65 muskrat houses, or an approximate population of 300. Extensive physical development, including the erection of numerous dykes and dams and the building of a large intake canal was carried out during the summer of 1939. Although no new water was admitted to the preserve in 1939, the census taken in the early winter showed 719 muskrat houses or approximately 3,300 muskrats.

Flooding of about two-thirds of the preserve was completed during 1940, and the third census, taken in November and December, showed 5,048 muskrat houses, or more than 30,000 muskrats. This year flooding of the entire area will be undertaken, and conditions for even more rapid development appear ideal."

Adventures in Radio - 17

By D. R. P. COATS.

MORE MEMORIES OF EARLY BROADCASTING

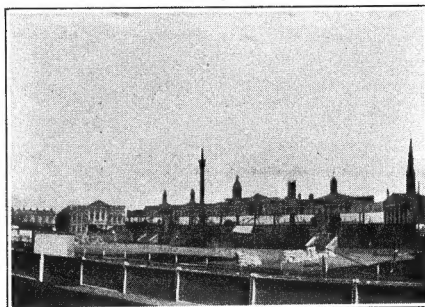
At Toronto National Exhibition in 1920 we staged the first demonstrations of transmitting and receiving "wireless concerts" ever given at that great annual event. We had several booths, one of which was fitted up with wireless telegraph apparatus exactly as installed aboard ship. Another booth, adjoining, showed the broadcasting set, a duplicate of that used in Montreal for our original experiments.

To provide atmosphere, two of us were instructed to wear our Merchant Marine wireless operators' uniforms, so we appeared resplendent in white ducks and gold braid. Our spark attracted large crowds to whom we explained some of the mysteries of radio. It was no novelty to us to sit at a key while onlookers gazed in open-eyed wonder. Every ship's operator became accustomed to that in those days, so we just carried on, making enthusiastic efforts to acquaint the young ladies with the rudiments of radio and exercising supreme patience in submitting to hours of questioning by less interesting visitors each day throughout the two weeks. In a third exhibit my company displayed miscellaneous amateur equipment, including especially crystal sets and those coils of wire which worked on the trombone principle and were known to the initiated as loose couplers.

A Persistent Song Plugger

Near our location was a booth dedicated to the distribution of a new song which began "Your eyes must have come down from heaven; they're such a bee-utiful blue". It was a nice song, we thought for the first day or two, but it palled before the end of a week of constant repetition through a megaphone. It was too early then to foresee the time when the song-plugger's horn would give place to millions of loud speakers, bombarding as many homes with a rapid succession of song hits, each in its turn pleasing, wildly popular, boring . . . and forgotten.

Our receiving outfit, in the music building of the Exhibition, deserves description and comparison with present



A grand-stand feature at the "Ex." that year was a representation of Trafalgar Square, London, built of wood and canvas.

models. It was not a single-panel affair, to be plugged into a light socket and set in operation by a simple switch. When we wanted to demonstrate a radio receiver in those days we used to telegraph the Department of Marine at Ottawa, asking permission. The rule applied even to brief showings in association with after-dinner talks to service clubs, etc. On receipt of an affirmative wire from Ottawa we gathered an assortment of parts, conveyed them to the hotel or wherever it might be, and there spent an hour or so in connecting the parts together and testing with the aid of the only broadcast waves available, specially transmitted during the required period from our factory. Here was our recipe for the complete receiver:—

- 2 six-volt storage batteries.
- 3 22½-volt "B" batteries.
- 1 type 55A amplifier, with 6 V24 tubes and 1 Q detector tube.
- 1 tuning unit; a contraption of coils, couplers, variable condensers, etc., enclosed in a substantial box of mahogany and hard rubber.
- 1 loop antenna, rotating type, to sit on top of the tuning unit and astonish the audience by picking up radio waves with all doors and windows closed.
- 1 "Brown" or "Magnavox" loud speaker, looking like an ear trumpet standing on its small end.

All these we joined together with short lengths of wire, usually setting everything on a stand with rubber tired wheels, a sort of double-decked tea wagon. This done, we tested all the circuits, turned the switch . . . and prayed for speech or music, or both. If it didn't come, we went over the circuits again and, maybe, telephoned the factory to make sure that the transmitter was broadcasting (which sometimes it wasn't!) When our prayer was answered and the loud speaker gave out its medley of sounds, musical and otherwise, we dusted off our clothing, washed our hands, took our place at the head table, and in due course made our little speech—about walls being transparent to radio energy and about undamped waves carrying modulations at 186,000 miles per second. It was the old story, still going the rounds, of the alleged physics of radio, boiled down for popular consumption till we blushed for its simplicity. Those were the days when wise men shook their heads as the tinny music submerged in the static. Then it was they assured us that radio as entertainment would never amount to much. Some few are still wondering . . . but to return to Toronto. . . .

Aerial Stunts of Yesteryear

During our sojourn, two famous aces were thrilling the visitors with aerobatic stunts. They were, we were told, Colonel Bishop and Colonel Barker. One, I forget which, was doing startling things in a bright red Spad machine. They used to go steeple-chasing over the crowded grounds, only a few feet above the people's heads, rising just enough to clear the various buildings. Along the promenade by the lake side they roared, so close to the ground that folks could be seen ducking to let them go over, though actually there was plenty of clearance. Women fainted, it was said, and the current story was that the low altitude stunts were discontinued after a few days, by request. It was good fun while it lasted, the daring dives and climbs adding much to the thrills of the midway.

That year there was held at the Exhibition a convention of Old Time Telegraphers. Between veteran landline operators the world over there is a very strong, and indeed very commendable,

bond of comradeship. We wireless men who have done a few tricks on the land-lines have always had a feeling of respect for the older men who pounded brass in earlier days and whose skill and accuracy in the art of handling telegraph traffic was amazing. The old-time line telegraphers are to the modern operators of automatic systems what the men of sailing ships are to those who now go down to the sea in mechanized steel hulls. So, when I was ordered to leave my booth for a day and



Returning aboard the "Cayuga".
Inset, the author.

join the lake steamship *Chippewa* bound for Lewiston with a load of Old Time Telegraphers, I was over-joyed at the prospect of hob-nobbing with the telegraphic aristocracy for a spell.

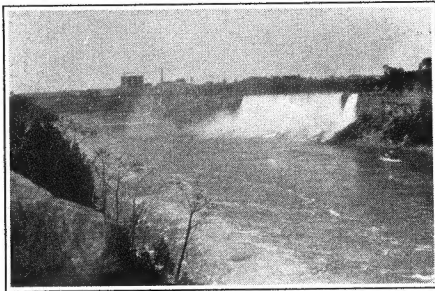
The *Chippewa* was already equipped with ordinary spark wireless apparatus, complete with gold-braided operator, so I went in mufti. My job was to help install a broadcast receiver and with this to surprise the passengers by bringing in music from our transmitter at the "Ex" as we ploughed across Lake Ontario.

How they thronged around the little horn, I remember, those veterans of the key! Many of them were no longer employed in telegraphy but were now retired or serving as high executives of big corporations. "My, my, — what next?" they asked. I felt like a midshipman explaining a gyro-compass to Columbus. One elderly gentleman showed particular interest. He told me he had worked on a telegraph circuit with Edison, whose researches with electric light bulbs resulted in the discovery of

TOURS OF CKY'S STUDIOS

Visitors continue to tour through the corridors and studios of CKY in large numbers every day, under the guidance of Mr. Angus McLean. Though the tours are conducted on any week day, school and business groups, clubs and other organizations are specially invited to come on Saturday afternoons. It is particularly stressed that parties wishing to make the tour should apply in advance to the Public Relations Department of CKY, so that suitable arrangements can be made and conflicting dates avoided.

a phenomenon basically essential to the operation of all the vacuum tubes in our radio transmitters and receivers. . .



We left the Old Timers at Lewiston and went our own way to Niagara Falls. There we donned the usual oilskins and shivered in the spray beneath the thundering waters of the Bridal Veil. I read later that some three tons of rock fell that afternoon where we had been standing. We missed it by an hour. . . .

There were many incidents pleasant and profitable during my two weeks' sojourn at Toronto, but, looking back, I am most grateful for the high privilege of meeting and talking with those pioneers of a passing age—the Old Time Telegraphers, many of whom must long since have signed "NM"* to life and passed to their reward.

*NM—Operator's signal, meaning "no more."

(To be continued)

WORDS ABOUT WORDS

When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail to "Manitoba Calling."

We must take ISSUE with a correspondent who complains that our announcer's pronunciation of ISSUE as ISS-SUE was incorrect. ISH-ue may be used by many people, but the ISH gets no support from the Oxford Dictionary.

Place names continue to be the subjects of dispute. Thus there is Sal-ON-icka (spelling phonetic, of course) frequently in the news these days and as often the cause of argument. Some claim it should be Sal-o-NEE-ka. The dispute broke recently into the pages of the BBC's "Radio Times", one writer quoting Field Marshall Lord Milne of Salonika and Rubislaw as stating that Salonika should be pronounced with a long "i", and another, one-time supply officer to the Greek Army brigaded with the British, giving the pronunciation very definitely as Sal-o-NEE-ka. We leave the squabble with those who know the place, our announcers meanwhile being free to take their choice.

The deeply regretted passing of Lord Baden Powell, beloved founder and Chief of the Boy Scouts, gave rise to questions regarding the pronunciation of his name. One correspondent wrote to us "Today I was astounded and shocked at your pronunciation of the name of the late Lord Baden Powell. Your news broadcast was as follows: 'Bah-den Poe-ell'. I've known a number of people with the name Powell and always I've heard it pronounced POW-ell. Also, I've never heard 'BAH-den' but 'BAY-den'." . . . We have informed our correspondent that we had the honour to introduce both Lord and Lady 'B-P' at CKY's microphone some years ago, and we then used the pronunciation 'BAH-den POE-ell' by their own request.

Whenever soap serial announcers speak of 'tin-TOM-eter shades whiter' some listeners wince, being of the opinion, they tell us, that the word should be 'TINT-ometer'. The Oxford Dictionary, however, backs the announcers, so our listeners' wincing is unconvincing.

\$100 A MONTH*... For Life!*

The Procter and Gamble Company, makers of Ivory Soap and sponsors of "Against the Storm" and other popular radio serials, are conducting a contest which requires entrants to complete in their own words the sentence beginning "I like Ivory Soap because." Twenty-five words or fewer may be used to finish the sentence. Five \$500 Bills and fifty \$10 Bills are to be awarded each week throughout the contest, and there is to be a grand prize of \$20,000 in cash, or an annuity of \$100 a month for life. Details of the contest are being announced over the air and advertised in a number of magazines and newspapers.

For the benefit of contestants we publish the address to which entries, accompanied by one large and one medium Ivory Soap wrapper, must be sent: "Ivory Soap, Dept. D, 1600 Delorimier, Montreal, Quebec."

**CKX ENGINEER****"SOMEWHERE IN ENGLAND"**

Letters received by members of the staff of CKX from Captain Claude Snider, former Engineer-in-Charge of the Brandon station's transmitter, tell of many thrilling experiences in England, where he is serving with the Royal Canadian Artillery. Captain Snider gives high praise to the British civilians and members of the Active Forces for their cool courage and splendid conduct under the severe conditions incidental to repeated bombings and threats of invasion.

**"TRUE OR FALSE"**

The very popular quiz program "True or False" is back on CKY, Mondays 7.30 to 8.00 p.m. C.S.T. The sponsors are the J. B. Williams Company, makers of the famous shaving soap.



GOOD LISTENERS—"We listen to CKY at least 70% of the time and think most of the programs are good and very interesting. . . ."—Fort Garry, Man.

CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

7.30—Musical Eye Opener.
8.15—Wake Up and Sing.
8.45—What's in the Air.
9.00—Morning Bulletin Board.
11.00—News—CBC.

SUNDAY

11.00—Hello Children—CBC.
11.30—Concert in Miniature—CBC.
12.00—Old Country Mail—CBC.
12.15—Just Mary—CBC.
7.00—Charlie McCarthy—CBC.

MONDAY

11.15—War Savings Program.
11.30—Pelham Richardson's Orchestra—CBC.
1.45—Markets and Livestocks.
7.00—R.C.A.F. Program.
10.00—Light Up and Listen Club.
11.00—With the Troops in England—CBC.

TUESDAY

7.40—Feed Talk.
10.20—Clark Dennis—CBC.
11.15—War Savings Program.
11.30—Pelham Richardson's Orchestra—CBC.
1.45—Markets and Livestocks.
6.55—Commentary on the News—CBC.
10.00—Light Up and Listen Club.

WEDNESDAY

11.15—War Savings Program.
11.30—B. C. Schools Broadcast—CBC.
5.15—Message from Sandy—CBC.
6.00—The Little Revue—CBC.
6.30—Carson Robison.
10.00—Light Up and Listen Club.

THURSDAY

11.15—War Savings Program.
1.45—Markets and Livestocks.
6.30—Gospel Half Hour.
7.00—Service of Intercession—CBC.
10.00—Light Up and Listen Club.

FRIDAY

7.40—Feed Talk
11.15—War Savings Program.
1.45—Markets and Livestocks.
6.00—Do You Remember—CBC.
6.30—Carson Robison.
10.00—Light Up and Listen Club.

SATURDAY

8.00—Bands of the Salvation Army.
9.30—Radio Train.
12.00—CKX Weekend Party.

AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

SUNDAY

- 9.30—The Southernaires—CBC.
- 10.00—BBC News—CBC.
- 11.00—Church Service.
- 12.25—The News.
- 12.30—And It Came to Pass—CBC.
- 1.00—British Bands—Burns & Co. Ltd.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Symphony Orchestra—CBC.
- 3.30—Church of the Air—CBC.
- 4.15—The Tea Musicale—CBC—Thos. J. Lipton.
- 4.45—BBC News—CBC.
- 5.00—Silver Theatre—CBC — International Silver Co.
- 5.30—Week-end Review—CBC.
- 5.45—CBC News—CBC.
- 6.00—Jack Benny—CBC—Jello.
- 6.30—Carry On, Canada—CBC.
- 7.00—Church Service.
- 8.30—American Album of Familiar Music—CBC—Bayer-Aspirin.
- 9.00—CBC National News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.30—What Do You Think—CBC.
- 11.30—Sanctuary—CBC.

MONDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 9.00—Stars of the Week—United Radio Advtg.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—The Story of Dr. Susan—CBC—Lux.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC—Colgate-Palmolive.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chipso.
- 2.00—The Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap.
- 3.00—School of the Air.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Our Family—Dom. War Savings.
- 5.15—Wishart Campbell Sings — McLean's Stomach Powders.
- 5.45—The News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Marching Along Together — Bee Hive Corn Syrup.

- 6.45—Easy Aces—Anacin Co.
- 7.00—With the Troops in England—CBC.
- 7.30—True or False—J. B. Williams.
- 8.00—Lux Radio Theatre—CBC—Lux.
- 9.00—CBC National News—CBC.
- 10.00—Woodhouse and Hawkins—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.

TUESDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 9.00—Todd Russell—United Radio Advtg.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—The Story of Dr. Susan—CBC—Lux.
- 11.00—Voice of Inspiration—Young Church.
- 11.15—Peggy's Point of View.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC—Colgate Palmolive.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chipso.
- 2.00—The Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap.
- 3.00—School of the Air of the Americas—CBC.
- 3.30—CKY Studio Strings—M.T.S.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Our Family—Dom. War Savings.
- 5.15—Wishart Campbell Sings — McLean's Stomach Powders.
- 5.45—The News.
- 6.00—Talk—"The People's Business".
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Stepping Along—Berryhills.
- 6.45—Tapestry of Music—City Hydro.
- 7.00—John and Judy—CBC—Ponds Cream.
- 7.30—Good Luck—CBC—Maple Leaf Milling.
- 8.00—Treasure Trail—CBC—Wrigley Co.
- 8.30—Fibber McGee and Molly—CBC—Johnson Wax.
- 9.00—CBC National News—CBC.
- 10.00—CBC Visits the Army—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 11.30—Theatre Time—CBC.

WEDNESDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 9.00—Smilin' Jack—United Radio Advtg.

9.15—Stars of the Week—United Radio Advtg.
 9.30—The Man I Married—CBC—Oxydol.
 9.45—The Right to Happiness—CBC—Crisco.
 10.00—BBC News—CBC.
 10.15—Neighbor John—Canada Starch.
 10.30—Big Sister—CBC—Rinso.
 10.45—The Story of Dr. Susan—CBC—Lux.
 11.45—Refreshment Time with Singin' Sam—
 Coca Cola.
 12.00—The Happy Gang—CBC—Colgate-Palm-
 olive.
 12.45—The News, Messages and Weather.
 1.00—Against the Storm—CBC—Ivory.
 1.15—Road of Life—CBC—Chipso.
 2.00—The Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap.
 3.00—School of the Air.
 4.00—University Lecture.
 4.15—Backstage Wife—Sterling Products.
 4.45—BBC News—CBC.
 5.00—Our Family—Dom. War Savings.
 5.15—Wishart Campbell Sings — McLean's
 Stomach Powders.
 5.45—The News.
 6.00—Superman—Ogilvie Flour Mills.
 6.15—Light Up and Listen Club — Imperial
 Tobacco.
 6.30—Marching Along Together — Bee Hive
 Corn Syrup.
 6.45—Easy Aces—Anacin Co.
 7.00—Big Town—CBC—Rinso.
 7.30—The Family Man—CBC—Lifebuoy Soap.
 8.00—Melodies for You—CBC—Purity Flour.
 9.00—CBC National News—CBC.
 10.00—Drama—"Altar of the Moon"—CBC.
 11.00—Behind the Headlines—Wpg. Tribune.
 11.30—Classics for Today—CBC.

THURSDAY

7.00—Reveille.
 7.45—The News.
 8.25—Manitoba Calling.
 9.00—Smilin' Jack—United Radio Advtg.
 9.15—Voice of Memory—United Radio Advtg.
 9.30—The Man I Married—CBC—Oxydol.
 9.45—The Right to Happiness—CBC—Crisco.
 10.00—BBC News—CBC.
 10.15—Neighbor John—Canada Starch.
 10.30—Big Sister—CBC—Rinso.
 10.45—The Story of Dr. Susan—CBC—Lux.
 11.00—Voice of Inspiration—Young Church.
 11.15—Peggy's Point of View.
 11.45—Refreshment Time with Singin' Sam—
 Coca Cola.
 12.00—The Happy Gang—CBC—Colgate-Palm-
 olive.
 12.45—The News, Messages and Weather.
 1.00—Against the Storm—CBC—Ivory.
 1.15—Road of Life—CBC—Chipso.
 1.45—Armchair Radio Romances—Gensers Ltd.
 2.00—The Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap.
 3.00—School of the Air of the Americas—CBC
 3.30—CKY Studio Strings—M.T.S.
 4.00—University Lecture.
 4.15—Backstage Wife—Sterling Products.
 4.45—BBC News—CBC.
 5.00—Our Family—Dom. War Savings.
 5.45—The News.

6.00—On the Trapline—Sydney I. Robinson.
 6.15—Light Up and Listen Club—Imp. Tobac.
 6.30—Heroes of Civilization—Public Finance.
 6.45—Tapestry of Music—City Hydro.
 7.30—On Parade—CBC—Robin Hood Flour.
 8.00—Kraft Music Hall—CBC—Kraft Phenix
 9.00—CBC National News—CBC.
 11.00—Behind the Headlines—Wpg. Tribune.
 11.30—John Avison's Concert Orchestra—CBC.

FRIDAY

7.00—Reveille.
 7.45—The News.
 8.25—Manitoba Calling.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—The Man I Married—CBC—Oxydol.
 9.45—The Right to Happiness—CBC—Crisco.
 10.00—BBC News—CBC.
 10.15—Neighbor John—Canada Starch.
 10.30—Big Sister—CBC—Rinso.
 10.45—The Story of Dr. Susan—CBC—Lux.
 11.45—Refreshment Time with Singin' Sam—
 Coca Cola.
 12.00—The Happy Gang—CBC—Col.-Palm.
 12.45—The News, Messages and Weather.
 1.00—Against the Storm—CBC—Ivory.
 1.15—Road of Life—CBC—Chipso.
 2.00—The Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap.
 3.00—School of the Air
 3.45—Manitoba Impressions.
 4.15—Backstage Wife—Sterling Products.
 4.45—BBC News—CBC.
 5.00—Our Family—Dom. War Savings.
 5.45—The News.
 6.00—Superman—Ogilvie Flour Mills Co.
 6.15—Light Up and Listen Club—Imp. Tobac.
 6.30—Marching Along Together — Bee Hive
 Corn Syrup.
 6.45—Easy Aces—Anacin Co.
 8.00—Waltz Time—CBC—Sterling Products.
 8.30—The Canadian Theatre of the Air —
 CBC—Ironized Yeast.
 9.00—CBC National News—CBC.
 9.15—All Star War Savings Program—CBC.
 10.15—The Northern Messenger—CBC.
 11.00—Behind the Headlines—Wpg. Tribune.

SATURDAY

7.00—Reveille.
 7.45—The News.
 8.25—Manitoba Calling.
 9.15—CBC News—CBC.
 10.00—BBC News—CBC.
 10.30—Good Deed Radio Club—T. Eaton Co.
 11.00—Prof. V. W. Jackson—Nature Talk.
 11.15—Peggy's Point of View.
 12.30—Pinto Pete—Dominion Fur.
 12.45—The News, Messages and Weather.
 1.00—Metropolitan Opera—CBC.
 4.45—BBC News—CBC.
 5.15—N.H.L. Players—CBC—St. Lawrence
 Starch Co.
 5.45—The News.
 6.00—Sweet and Swing—CBC—Cashmere
 Bouquet.
 6.30—Share the Wealth—CBC—Cue.
 7.00—Hockey Broadcast—CBC—Imperial Oil.
 10.00—CBC National News—CBC.
 10.30—Red River Barn Dance—CBC.

Curling In Manitoba



Scenes at Macdonald Briar Canadian Championship Game

Now one of Manitoba's most popular sports, in season, the game of curling began in this province in the year 1876 with the organization of a club in Winnipeg. As a matter of history it is recorded that the first game was played on December 11th, that it lasted two hours, and that the losers duly fulfilled their agreement to donate a barrel of oatmeal to the Hospital.

In 1880, clubs were formed at Emerson and Portage la Prairie, and in the following season there was born the Winnipeg "Granite" Club, whose diamond jubilee is being celebrated on February 8th. A club was inaugurated at Brandon in 1883, one at Stonewall in 1884, and the ensuing few years were marked by a succession of new curling organizations coming into being.

A highlight in our curling history was the grand Provincial Bonspiel, opened on February 13th, 1884. The play continued for two days and terminated with a banquet. Manitoba had definitely adopted the roarin' game as one always thereafter to be identified with this province. Entries in this event came from Stonewall, Stony Mountain, Portage, Emerson and Brandon. Three years later, clubs were formed at Carberry, Clearwater, Morden and a number of other towns. Space forbids the inclusion of many names and incidents which have a permanent place in the archives of Manitoba's history of

curling. One of the famous battles which must be mentioned was that which took place on February 1st, 1889, when the players were City Fathers versus Ordinary People. The common folk won, so the Aldermen had to pay the forfeit—an oyster dinner.

In 1888 there was formed "The Manitoba Branch of the Royal Caledonian Curling Club". This became, in 1908, "The Manitoba Curling Association in Affiliation with the Royal Caledonian Curling Club of Scotland", and eventually, the present "Manitoba Curling Association" which has a roll of 167 clubs and a membership of 5,600.

Lady Curlers

In 1914 numerous lady players, not to be outdone when it came to handling brooms and rocks, conducted their first Bonspiel. In 1925 they formed the Manitoba Ladies' Curling Association, with nine affiliated clubs. At their Bonspiel in 1940 no fewer than 94 rinks were entered. A Junior Curling Association was formed in 1927. That, too, has had a remarkable development, 47 Junior and Juvenile rinks having participated in the 1940 Bonspiel.

Manitoba's 53rd Annual Bonspiel will open in Winnipeg on February 11th. For some ten days or so thereafter innumerable citizens and visitors will be seen carrying the familiar brooms en route to the many rinks in all quarters

(Continued on Page 16.)



Don McConaghy, Skip. Mark Gordon, 3rd.
Don Bell 2nd. Harvey Thomson, Lead.

NEEPAWA CURLING CLUB
Winners of Purity Flour Trophy



Roy Enman, Lead. Howard Wood, Jr., 2nd.
Ernie Pollard, 3rd. Howard Wood, Skip.

GRANITE CURLING CLUB
Winners of British Consols Trophy

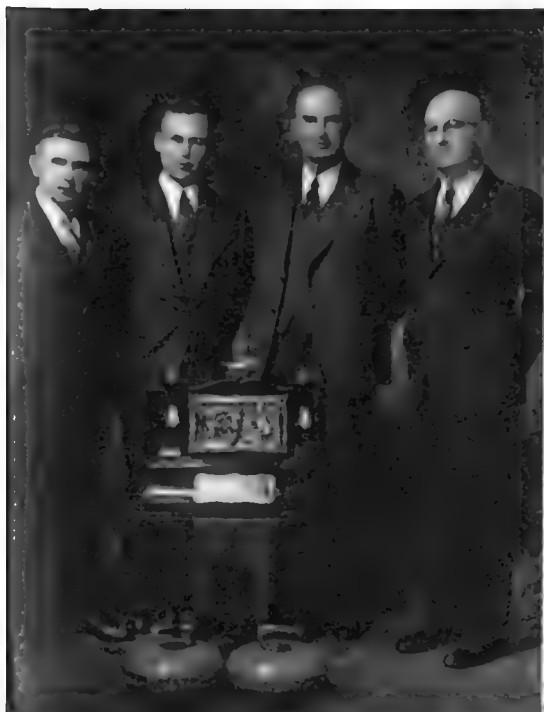
Some 1940 Bonspiel Winners

GILBERT PLAINS CURLING CLUB
Winners of Canada Packers Trophy

G. C. Best Lead. E. P. Brown, 2nd
G. G. Dow, 3rd. P. A. Robertson, Skip.

DARLINGFORD CURLING CLUB
Winners of Free Press Trophy

Les. Hunt, 3rd. J. Switzer, 2nd.
J. Degen, Lead. J. H. Couzens, Skip.



PRESS CLUB MEMBERS VISIT CKY



Following a visit to the CBC's news room and offices on the sixth floor of the Manitoba Telephone Building, Winnipeg, on January 4th, members of Winnipeg's famous Press Club were conducted through CKY's studios on the third floor by Manager W. H. Backhouse, Public Relations Manager D. R. P. Coats, Program Director R. H. Roberts and Chief Engineer W. A. Duffield.

The Press Club members were shown all the studios, the control room, CKY's B.U.P. press room, etc., and were given explanations of the intricate construction with the aid of models which are regularly used by CKY for the purpose.

Following the visit, the entire party, including CKY officials, were entertained at a reception in the Marlborough Hotel, with Mr. John Kannawin, CBC's Western Regional Director, as host.

★ ★ ★

ABSENCE MAKES THE HEART. . .
—"The other day our battery went dead and the radio wouldn't go. You can imagine what we felt like; no Uncle Tommy to give us news and weather reports and his usual morning program. . . ."—Hamiota, Man.

A PAT FOR PEGGY—"I am writing to tell you how much we enjoy the 'Peggy's Point of View' program. I find it both enjoyable and educating. I have come to realize that if Peggy vouches for a product it just has to be the best on the market. . . ."—Morris, Man.

LIKES WINNIPEG—"The last two summers we have spent our vacation in Winnipeg and we found the people employed by stores, cafes and tourist camps so courteous and obliging. While there last July we attended the 'Treasure Trail' program on Tuesday evening. Altogether, we had a grand time. . . . Greetings and good luck to Canada from a family of U.S. listeners. . . ."—Wales, North Dakota, U.S.A.

★ ★ ★

PROGRAM PREFERENCE—"I think in this household the news and the church services come first. We never miss the 'Good Deed Club' or 'Treasure Trail'. . . ."—Lavenham, Man.

★ ★ ★

DELAYED BROADCASTS — "Some weeks ago the Prime Minister of Great Britain wanted to talk over the radio to the folks of the Empire for a few minutes. As a result the regular schedule of radio programs was somewhat upset. Ever since, the announcers of a number of programs have been yapping about 'delayed broadcasts'. This sort of talk is enough to make any loyal subject of the British Empire really disgusted. . . ."—Winnipeg.

★

CKY-CKX SPEAKER



George W. Belton

A veteran newspaper-man, Mr. G. W. Belton recently broadcast an interesting series of talks over CKY and CKX, telling of some of the attractions to be found in Manitoba in winter time. More talks by Mr. Belton are promised in the near future.

Performers in International Silver Co.'s "Silver Theatre"



Conrad Nagel, who is the director of the "Silver Theatre" radio show, takes a hand at acting in his own production with lovely Ida Lupino. Assisting artists are radio actress Laureen Tuttle and Terry Mohr, cast as the villain of the piece.

Welcome Jewellers!

Delegates to the Convention of the Canadian Jewellers' Association are cordially invited to visit the studios of CKY during their stay in Winnipeg. We hope they will like our city, that the results of their deliberations will be profitable to all concerned, and that many of the individual members will find opportunities to come again to Manitoba from time to time. As a vacation resort our Province offers much that is interesting, from the salt waters of Hudson Bay to the United States border, and from our western hills to the teeming lakes and beautiful forests of the Whiteshell in the east.

"SILVER THEATRE" BROADCASTS AT WINNIPEG CONVENTION

Working in conjunction with the sponsors, International Silver Company

of Canada Limited, Station CKY is staging four P.A. broadcasts of the famous dramatic half-hour show, "The Silver Theatre", at the Convention of the Canadian Jewellers' Association, being held in the Fort Garry Hotel, February 10 and 11.

"The Silver Theatre" is heard regularly over CKY on Sundays at 5.00-5.30 p.m. but through special arrangement with the Canadian network, the special Convention broadcasts are being put on by electrical transcription as a treat for the delegates.

Shows in which the stars were James Stewart, Ray Milland, Judy Garland, and Brian Aherne, will be presented in the "Silver Theatre" room on the mezzanine floor of the hotel. Wilford Davidson, of the CKY announcing staff, will be on hand to "M.C." the presentations.

CURLING IN MANITOBA

(Continued from Page 12.)

of the city and neighborhood. No game, perhaps, encourages a better feeling of fellowship between its contestants than does curling, and the spirit of the game seems to permeate the very life of the city during the Bonspiel period. Though Winnipeg, like the rest of the province, has always been noted for the friendly warmth of its welcome to strangers, the Bonspiel seems to knit us all together, players and non-players alike, in an extraordinary way. We have the feeling that Manitoba, its curling associations, its individual clubs, its Bonspiel, its honest sporting spirit, and everything pertaining to the grand old game, are all of a oneness, as inseparable as the names of Manitoba and the world's finest hard wheat.

And they're generous, too, these curlers. During the last war they raised substantial funds for patriotic purposes, and now they are working again. On December 26th, 1940, the Manitoba Curling Association and its affiliated clubs commenced a monster Bonspiel with play taking place throughout the province, in aid of the Red Cross. \$10,000 was the objective, and latest returns indicate that amount will be considerably exceeded.

★

APPRECIATION—"We wish to thank you all for your many courtesies shown us in these past years. I wish I were a letter writer, so I could write you the many good things I would like you to know, for the service we receive from CKY and its staff. . . ."—Winnipeg.

★ ★ ★

MORE PROGRAM PREFERENCES—"You have a number of our favorite programs on your station and I hope you will continue to have them. I am particularly fond of 'The Shadow', 'Singing Stars' and Jack Benny's 'Jello' program, also of the thirty minutes' program of Musical Comedy Highlights on Saturday mornings. Mother likes these programs, too, and the soap serials—'The Man I Married', 'Ma Perkins', etc. You also have a number of programs which I don't like. . . . I loathe swing

music and symphony orchestras, sports broadcasts and old time music, so does mother, though I'll wager that more people listen to these programs than to anything else, with the possible exception of 'The Shadow', Jack Benny—oh, yes, and 'Superman'. . . ."—Winnipeg.

★ ★ ★

STARS OF "BIG TOWN"



Here we see Edward G. Robinson, who plays Steve Wilson, managing editor of the Illustrated Press, and Ona Munson, who plays Lorelei Kilbourne in the Wednesday night "Big Town" shows. The series may be heard on CKY at 7.00 p.m. C.S.T., sponsored by the makers of "Rinso".

★

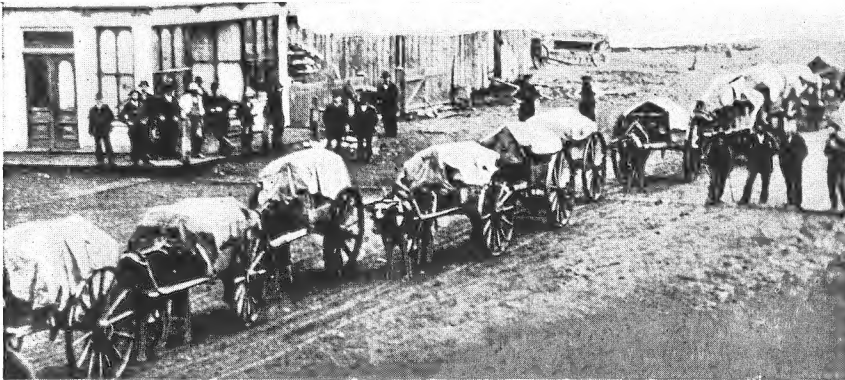
"PEGGY" GETS EXTRA PROGRAM

"Peggy's Point of View," in which our lady commentator discusses household management, domestic problems, home economics, etc., has proven so popular that more time has been demanded. In addition to her usual broadcasts on Tuesdays, Thursdays and Saturdays at 11.15 a.m., she will be heard on Mondays at the same hour.

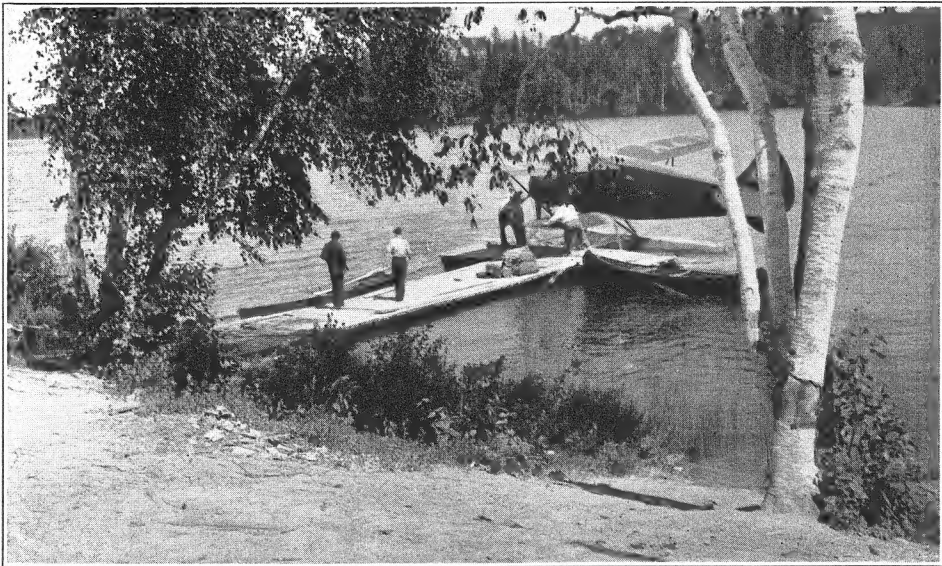
★ ★ ★

REQUEST FOR BAGPIPES — "The recent Scots' holiday brought to my mind an intention I have had for some time of asking you to send out more bagpipe music. Our family votes about half-and-half pro and con, and perhaps if you put it to the vote the result might be the same. . . ."—Steinbach, Man.

The World "DO" Move



Ox wagons have disappeared, and Portage la Prairie has become a modern city since this last ox train left there for Edmonton in 1882.



AEROPLANE FREIGHTING—BERESFORD LAKE, MANITOBA

The aeroplane has revolutionized transportation in northern Manitoba, bringing rich mining districts within a few hours of Winnipeg. From this city two trans-Canada mails go west and two go east daily. Air mails are flown twice each day between Winnipeg and points southward, connecting with eastern and western Canadian and U.S. cities. Also, mails are flown to certain of the mining camps.

Come to **MANITOBA!**

In every season of the year Manitoba has something to offer you. In winter: hockey, ski-ing, skating, curling; fine screen and stage entertainment in luxurious theatres, concerts in Winnipeg's Civic Auditorium by the world's greatest touring artists; restful accommodation in comfortable hotels.

Visits to numerous industrial plants can be arranged, and you will be welcomed at the Studios of CKY, Winnipeg, and CKX, Brandon.

**When planning your summer vacation,
include Manitoba, central Canada's
maritime province.**

The Manitoba Tourist and Convention Bureau, our Boards of Trade, and Provincial Government Departments, will gladly furnish you with information, maps, etc.

Write to:

**The Public Relations Department,
Radio Branch**

MANITOBA TELEPHONE SYSTEM

WINNIPEG